

LEO BURNETT U.S.A.

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Ultra Lights New 100's!



Only
5 mg
tar

Only one ultra
light 100's gives you the
Merit taste idea.

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Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method

MERIT
Ultra Lights
Regular & Menthol



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